

# Labeling for the Conscientious Consumer: Adding Value and Integrity



**Beth Spitler**  
**Animal Welfare Approved**

*Animal Welfare Approved  
Workshop*

*Sonoma Extension  
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# Animal Welfare Approved

- The only certification for high welfare, sustainable, pasture-based family farms
- Given highest rating by Consumer Reports
- Our standards cover meat, dairy, eggs, and fiber animals throughout North America with products available in every state



# Confused?



# Organic? Cage Free?



# Organic?



# Food Labels Exposed

## Food Labels Exposed

A definitive guide to common food label terms and claims



### NATURALLY RAISED

Definition by USDA:

The naturally raised marketing claim standard states that livestock used for the production of meat and meat products have been raised entirely without growth promotants, antibiotics (except for ionophores used as coccidiostats for parasite control), and have never been fed animal by-products. The voluntary standard will establish the minimum requirements for those producers who choose to operate a USDA-verified program involving a naturally raised claim.

This definition does not explain if the animals were raised outdoors or confined in feedlots or cages, or any other management practices that might address welfare or environmental management.



### FAIR TRADE

Definition by the Fair World Project (FWP):

The fair trade movement that FWP is part of shares a vision of a world in which justice and sustainable development are at the heart of trade structures and practices, both at home and abroad, so that everyone through their work can maintain a decent and dignified livelihood.

Fair Trade is more than just trading: it proves that greater justice in world trade is possible. It highlights the need for change in the rules and practice of conventional trade and shows how a successful business can also put people first.

Fair trade Certifiers and Membership Organizations all agree on these basic fair trade principles:

- ▶ Long-Term Direct Trading Relationships
- ▶ Payment of Fair Prices and Wages
- ▶ No Child, Forced or Otherwise Exploited Labor
- ▶ Workplace Non-Discrimination, Gender Equity and Freedom of Association
- ▶ Democratic & Transparent Organizations
- ▶ Safe Working Conditions & Reasonable Work Hours

# The Basic Types of Label Claims



**Verified – someone is checking the producer's claims**



**Not verified – no one is checking**

Type of program	Details	Examples
Independent	No pressure can be exerted by farmers or retailers involved in the selection of farms to audit or the results of audits.	Animal Welfare Approved
Independent-Vested	The company or organization auditing the farms depends on the income generated from providing these audits and granting approvals.	Certified Humane, Food Alliance National Organic Program
Producer-Independent	Standards are set by parties with a commercial interest in the result of audits, but audits are carried out by a third party.	American Grassfed Association
Producer	Standards are set by producers or industry groups and audited by auditors with a vested interest in the result. Potentially the same group that sets the standards is responsible for verifying and making the claims with no third party oversight at all.	American Humane Certified (formerly “Free Farmed”)
Retailer	The standards-setting, auditing and decision making processes are controlled by the individual or company profiting from the transaction. There is no third party oversight.	McDonald’s KFC Grocery Stores



# “Natural”

*Not Verified*

## What it means

## What it DOESN'T mean

- Pasture-raised
- Responsible use of antibiotics
- No added hormones
- High animal welfare standards
- Environmentally responsible
- Healthy or non-GMO
- Family farmed
- Third party certified or audited in any way



# “Natural”

*Not Verified*

## What it means

- Minimally processed, no artificial ingredients

## What it DOESN'T mean

- Pasture-raised
- Responsible use of antibiotics
- No added hormones
- High animal welfare standards
- Environmentally responsible
- Healthy or non-GMO
- Family farmed
- Third party certified or audited in any way



# “Naturally Raised”

*Not Verified*

## What it means

## What it DOESN'T mean

- Pasture-raised
- Responsible use of antibiotics
- High animal welfare standards
- Environmentally responsible
- Healthy or non-GMO
- Family farmed
- Third party certified or audited in any way



# “Naturally Raised”

*Not Verified*

## What it means

- No added hormones, antibiotics or animal by products

## What it DOESN'T mean

- Pasture-raised
- Responsible use of antibiotics
- High animal welfare standards
- Environmentally responsible
- Healthy or non-GMO
- Family farmed
- Third party certified or audited in any way



# “Organic”

*Verified, Independent-Vested*

## What it means

## What it DOESN'T mean

- Pasture-raised
- Responsible use of antibiotics
- High animal welfare standards
- Environmentally responsible
- Healthy
- Family farmed



# “Organic”

*Verified, Independent-Vested*

## What it means

- Animals must be fed organic feed
- Animals treated with antibiotics must be segregated, giving producers an incentive to withhold treatment
- Range of organic labels: “100% Organic”; “Organic” (95%); “Made with Organic Ingredients” (more than 70% organic ingredients)

## What it DOESN'T mean

- Pasture-raised
- Responsible use of antibiotics
- High animal welfare standards
- Environmentally responsible
- Healthy
- Family farmed



# “Cage-Free,” “Free-Roaming,” “Free-Range,” and “Pasture Raised”

- “Cage-free” usually means birds are raised indoors. “Free-range” requires outdoor access for chickens raised for meat, but “access” and quality of range is not defined. The term has no official meaning for egg-laying hens or other animals
- “Pasture-raised” widely considered better than “cage-free,” “free-range,” or “free roaming,” but there is no standard definition or verification for the term
- Animal Welfare Approved is the only certification requiring pasture- and range-based management



# Understanding a Label

- Is it a series of talking points (e.g. “humane”) or are there actually standards?
- If so, are they publicly available? Are the standards simply suggested practices, or clearly defined, practicable production methods?
- Does a farm or operation have to be audited to get this label?
- Is it reliable and meaningful? What do consumer advocates say about the label?



# Animal Welfare Approved



# What AWA Means

- Independent family farmers practicing pasture- or range-based management
- Only label that is TRULY free range: no feedlots, cages, or crates
- Independent certifier: on-governmental and non-industry
- Certified farms use the AWA label to add value and assure customers of high-welfare farming practices.
- AWA offers technical assistance and marketing support to certified farmers, free of charge.



# Public Relations and Marketing Support

- Establish and build relationships in order to **expand market opportunities** for your products
- Draft and send **press releases** about your farm, your products or public events to targeted press outlets
- Feature news about your farm on our **website, social media sites, blog, print newsletter**
- Advise on how to create a **successful online presence**, including an effective social media strategy



# Farm Profiles

## Princess Beef – Hotchkiss, CO

Posted by [Animal Welfare Approved](#) on October 11, 2013.



Cynthia and Ira Houseweart have deep roots in Colorado cattle ranching. Cynthia's great-grandfather, Edward Ulysses Butterfield, and his brother, Charles, were successful ranchers in the late 19th and early 20th century in Phillips County, and controlled many sections of the Colorado prairie. In 1913, Ira's great-grandparents, Oran Charles and Mable Houseweart, acquired land to farm on Rogers Mesa in Delta County. Cynthia and Ira and their two daughters, Izzi and CeCe, live on the Houseweart Ranch as do Ira's parents, Bill and Betty, and his brother, Cody, and his family. Izzi and CeCe are the fifth generation of Houseweart cattle ranchers.

Despite her own family history, Cynthia might have ended up in some other profession if it weren't for her participation in a two-day cattle drive on a friend's family ranch in Crawford, Colorado in 1993, just after she graduated from college with a degree in art history. Cynthia immediately fell in love with the Allen Ranch and made a lifelong connection with Steve and Rachel Allen. She became their fulltime ranch hand for the next twelve years. In 2003, Cynthia married Ira, who had already begun his own

business as a blacksmith on his family ranch. The couple lived at the Allen Ranch until 2005 when they moved to the Houseweart Ranch with their first child, Izzi.

- Increase visibility
- Maximize online presence
- Drives traffic to your website and social media
- Customer enquiries forwarded regularly



# Online Directory

Searchable directory of AWA farms and products, including farms, restaurants, retailers, CSA's, and online purchasing options.

[New Search](#)

**search**

**search by keyword or name:**

match all words  match any words

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**search by zip/postal code:**

Zip or Postal Code:  Distance: 20  Mi  Km

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**search by city/state:**

City:  State or Province:

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**search by category:**

CSA  Farmers  Farmers markets  
 Online shopping  Restaurants  Stores

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**search by product:**

Beef  Bison  Cheese  
 Chicken  Dairy  Duck  
 Eggs  Fiber  Goat  
 Goose  Lamb  Milk  
 Pork  Turkey



# Event Support

- Host events and attend conferences or workshops with you
- Offer supporting materials and signage
- Assist with publicity and event promotion



**Animal Welfare Approved**  
Friday via HootSuite

Planning on attending the Florida Small Farms and Alternative Enterprises Conference in Kissimmee, FL this weekend? AWA staffer Beth Spitler will be in attendance Friday and Saturday, July 27th and 28th. Stop by the exhibition hall to say hello! <http://ow.ly/cwJTN>

**2012 Florida Small Farms and Alternative Enterprises Conference**  
ow.ly

The purpose of the annual Florida Small Farms and Alternative Enterprises Conference is to provide farmers with up-to-date, research-based,...

Like · Comment · Share

4 people like this.

Write a comment...



# Graphics Assistance

- Graphic assistance in creating **custom farm marketing materials** highlighting AWA certification (banners, farm signage, etc.)
- Available at **no charge** to farms and vendors in the program



## Baldwin Family Farms

V. Mac and Peggy Baldwin raise Charolais beef cattle in the rolling pastures of Caswell County, North Carolina. They purchased their first heifers in 1969, and have been building their herd – and their genetics – ever since. V. Mac is a big believer in his grass program.

“These Charolais cattle are bred to produce high-quality beef on grass alone.” He explains, “Good grass makes good beef.”

Yanceyville, NC



# AWA Promotional Materials

- **Free promotional materials** including brochures, signs, pens, magnets, note pads, post-it notes, banners, and metal gate signs
- Raise consumer awareness and **promote your business**
- Available at **no charge** to farmers and vendors in the program



# AWA Egg Cartons



- AWA-branded egg cartons are available at cost to certified farmers
- Includes AWA logo, pasture-raised branding and informational insert

- Can be personalized for each farm with easy-to-print label

- Free shipping!



# Good Husbandry Grants

- **Good Husbandry Grants** for projects like mobile housing, breeding stock, and on-farm processing equipment
- Available to certified farmers, and those who have submitted an application for certification, as well as slaughter plants working with or seeking to work with AWA farmers
- Grants awarded for up to \$5,000

## **Neena and Atto Roumell, Eden Earthworks: Mobile Processing Unit, \$5,000**

Eden Earthworks is a sustainable, eco-friendly organic farm in the heart of the highest food-insecure region on the island of Hawaii. Owners Neena and Atto Roumell strive to promote healthy human-ecological relationships while contributing to their local food system. The farmers applied to the AWA grant program for improvements in the chicken slaughter process, with the goal of maximizing food safety and increasing the quality of their meat products – while also encouraging other farmers in their community to adopt high-welfare processing methods.



# Technical Support

- **Technical Advice Fact Sheets** cover commonly asked questions about production practices
- Our **quarterly newsletter** includes technical articles and information on compliance with our standards
- Access to **expert technical advice** that isn't covered in our published materials
- Examples of support:
  - Determining **costs of production**
  - **Branching out** into other species
  - **Mentoring and consulting** to transition from conventional operations to pasture-based systems

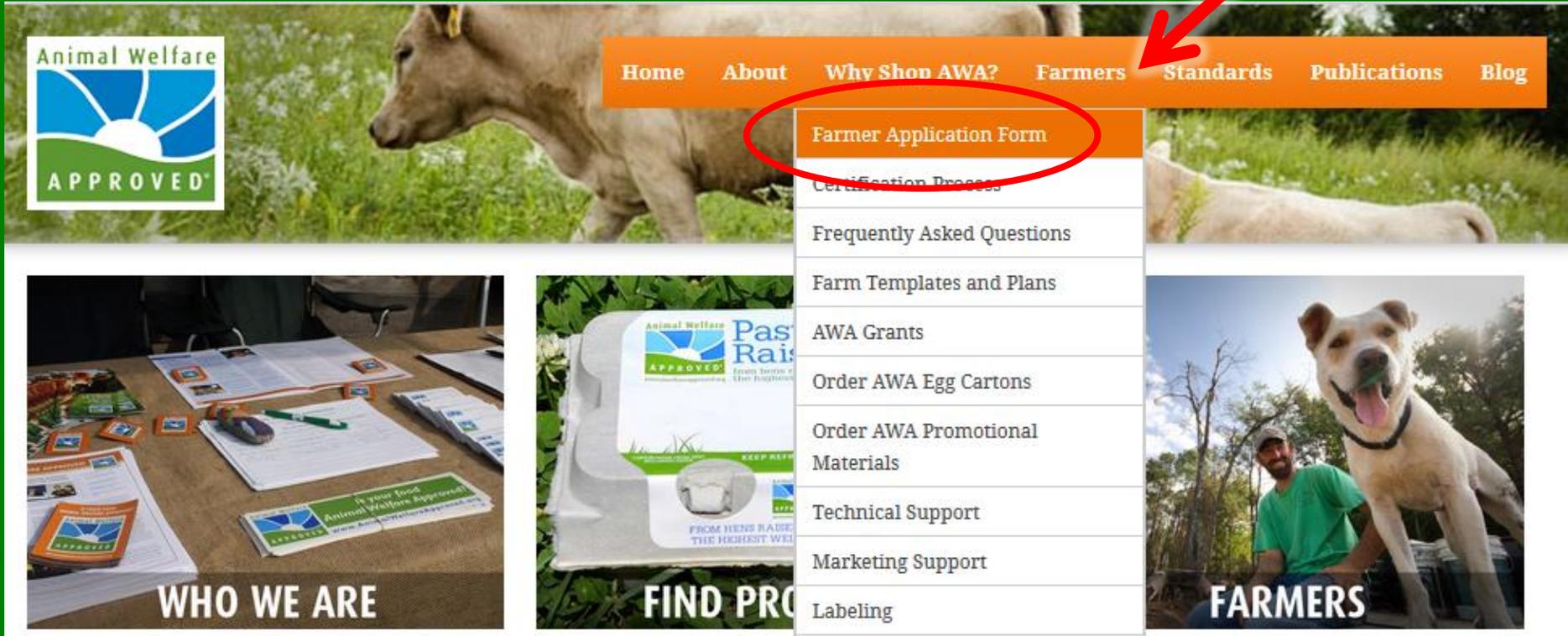


# Application Process

1. Review the husbandry standards for the species for which you would like to be certified
2. Fill out an AWA Program application (available online). Only takes about 15 minutes!
3. We will contact you to discuss questions you may have and to schedule a farm visit
4. A qualified AWA auditor will visit your farm to complete a confidential audit
5. A review of the slaughter facilities (on farm or at the premises you utilize) will take place to ensure compliance with AWA program requirements



# How to Apply



The screenshot shows the top navigation bar of the Animal Welfare Approved website. The 'Farmers' link is highlighted with a red arrow. A dropdown menu is open under 'Farmers', with 'Farmer Application Form' circled in red. Other items in the dropdown include 'Certification Process', 'Frequently Asked Questions', 'Farm Templates and Plans', 'AWA Grants', 'Order AWA Egg Cartons', 'Order AWA Promotional Materials', 'Technical Support', 'Marketing Support', and 'Labeling'. Below the navigation bar are three image-based sections: 'WHO WE ARE' (showing a desk with application materials), 'FIND PRODUCTS' (showing an egg carton), and 'FARMERS' (showing a man and a dog).

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Home About Why Shop AWA? **Farmers** Standards Publications Blog

**Farmer Application Form**

- Certification Process
- Frequently Asked Questions
- Farm Templates and Plans
- AWA Grants
- Order AWA Egg Cartons
- Order AWA Promotional Materials
- Technical Support
- Marketing Support
- Labeling

**WHO WE ARE**

**FIND PRODUCTS**

**FARMERS**



# AWA Species-Specific Standards

- Beef Cattle
- Dairy Cattle
- Sheep
- Dairy Sheep
- Goats
- Dairy Goats
- Pigs
- Bison
- Rabbits
- Meat Chickens
- Laying Hens
- Geese
- Ducks
- Turkey



# Questions?



Learn more and sign up for our mailing list at:

[www.AnimalWelfareApproved.org](http://www.AnimalWelfareApproved.org)

Contact Beth Spitler at:

[beth@animalwelfareapproved.org](mailto:beth@animalwelfareapproved.org) or (510) 250-0916